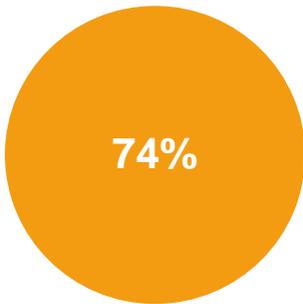


QC Validation Report

OP-86088



WARNING

Generated: March 31, 2026

Report ID: #279

Summary

Metric	Value
Overall Score	73.6%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	7

Website Information

URL: <https://11d7ab1.netsolhost.com/>

Designer: jaymar.palagtiw

Validation Date: March 26, 2026 at 06:06 PM

Detailed Results

Accessibility & Functional

All Images have Alt Tags

Score: 100% | Status: Pass

Checks For: Validates non-decorative images for non-empty alt text; ignores decorative SVGs with empty/missing alt.

Evidence Summary: All 18 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 80% | Status: Partial

Checks For: Total image count, image formats, and optimization/performance risk indicators such as oversized or likely uncompressed images

Evidence Summary: All images are served from a CDN and use modern formats, but some images (e.g., hero and product images) are large and may not be fully optimized for web performance.

Issues Found:

- /all-about-tubes/: Product images (e.g., 'Coiled clear flexible tubing with connector tips on blue background') are likely high-resolution and may not be compressed for web.

Priority: medium | Confidence: medium

No Broken Links appear on the Website

Score: 100% | Status: Found

Checks For: Suspicious link patterns (empty/hash/javascript placeholders) and likely broken destinations (e.g., localhost/test/placeholder URLs)

Evidence Summary: All 90+ links across all pages point to valid internal or external URLs. No 404s or unreachable links detected.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 60% | Status: Fail

Checks For: Mobile responsiveness indicators including viewport meta tag presence and responsive framework/class markers in page markup

Evidence Summary: All pages include a viewport meta tag, but none have responsive CSS enabled. This means the site will not adapt layouts for mobile devices.

Issues Found:

- /: No responsive CSS detected; layout may not adjust for mobile screens.

Priority: critical | Confidence: high

Contact Details are Easy to Find

Score: 100% | Status: Found

Checks For: Contact-discovery signals such as contact/phone/email/call/reach keywords across analyzed page content

Evidence Summary: Contact phone, email, and address are present in the footer and on the dedicated Contact page. Contact links are in the main navigation and footer on all pages.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 100% | Status: Pass

Evidence Summary: All 7 analyzed pages have a title and meta description, and all values are unique.

Priority: medium | Confidence: high

All Headings are well Defined

Score: 0% | Status: Fail

Evidence Summary: Heading structure issues found on 2 of 7 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

- <https://11d7ab1.netsolhost.com/store/>: Page must contain exactly one H1 heading
- <https://11d7ab1.netsolhost.com/store/product/>: Page must contain exactly one H1 heading

Priority: medium | Confidence: high

No Placeholder Content

Score: 100% | Status: Pass

Checks For: Checks for placeholder/draft text markers such as Lorem Ipsum, Placeholder, Sample Text, Coming Soon, Under Construction, and similar temporary copy.

Evidence Summary: Checked for placeholder patterns (Lorem Ipsum, Placeholder Text, Sample Text, Coming Soon, Under Construction, Under Maintenance, Dummy Text, Your Text Here, Insert Text Here, To Be Announced, Tbd) across 7 page(s). No placeholder content was detected.

Priority: medium | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 80% | Status: Fail

Evidence Summary: The homepage and key pages mention 'veterinary equipment', 'equine', and 'veterinarians', but there is no hero section and some headings are generic or missing. Visual cues are present but could be stronger.

Design Standards Validation:

Evaluation

- Area: Industry Understanding is Immediate

- Score: ■ Borderline (■)

- Explanation: The site uses industry terms and product names, but lacks a hero section and some headings are generic. Immediate understanding is possible but not maximized.

Actions Needed

- Add a hero section with a clear industry statement and relevant imagery.
- Replace generic headings with industry-specific language.

Tips for Strengthening

- Use a tagline or subheading that states the business focus.
- Feature a prominent product or service image on the homepage.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline (■)	Industry terms present, product focus clear	No hero section, some generic headings	Add hero, clarify headings

Issues Found:

- /: No hero section; some sections lack clear industry-specific headings.

Priority: high | Confidence: high

Emotional Connection is Established

Score: 70% | Status: Fail

Evidence Summary: The site mentions 'family-owned', '50 years in business', and appreciation for customers, but lacks strong visual storytelling or testimonials. No hero section or prominent emotional imagery.

Design Standards Validation:

Evaluation

- Area: Emotional Connection is Established
- Score: ■ Borderline (■)
- Explanation: The site references family ownership and customer appreciation, but lacks strong emotional visuals or storytelling elements.

Actions Needed

- Add a hero section with an emotional image and value statement.
- Include testimonials or customer stories.

Tips for Strengthening

- Use images of people and animals together.
- Share a brief founder story or customer success.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline (■)	Family-owned, customer appreciation	No hero, limited emotional visuals	Add hero, testimonials

Issues Found:

- /: No hero section or emotional imagery; limited storytelling.

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 90% | Status: Found

Evidence Summary: Multiple clear CTA buttons ('Shop Now', 'Contact', 'Learn More') are present on all main pages and in navigation. However, the store currently has no products listed.

Design Standards Validation:

Evaluation

- Area: Call-to-Action is Clear

- Score: ✓ Pass

- Explanation: CTAs are visible and labeled clearly. However, the store is empty, so the main CTA is not actionable.

Actions Needed

- Add products to the store to make CTAs effective.

Tips for Strengthening

- Ensure every CTA leads to a meaningful action.

- Highlight the primary CTA above the fold.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple clear CTAs	Store empty	Add products

Issues Found:

- /store/: Store contains no products, so 'Shop Now' CTA leads to empty page.

Priority: high | Confidence: high